GOVERNMENT OF INDIA
FINANCE
LOK SABHA

UNSTARRED QUESTION NO:3154
ANSWERED ON:08.12.2000
EXPENDITURE ON PUBLICITY
PUNNULAL MOHALE

Will the Minister of FINANCE be pleased to state:

(a) the expenditure incurred by the LIC and ICICI on advertisements and publicity during the current financial year advertisement agency-wise;

(b) the norms laid down for allocation of funds for advertisements and publicity;

(c) whether all the norms have been fully complied with by these companies; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI BALA SAHEB VIKHE PATIL)

(a) to (d): The information furnished by Life Insurance Corporation of India is as per enclosed Annexure. The information relating to ICICI is being collected and will be laid on the Table of the House.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO LOK SABHA UNSTARRED QUESTION NO. 3154 FOR ANSWER OI DECEMBER, 2000 TABLED BY SHRI PUNNU LAL MOHALE REGARDING `EXPENDITURE ON PUBLICITY`

(a) The Expenditure incurred by the Life Insurance Corporation of India during the current financial year up to 31.10.2000 under different media heads is as follows:

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Press Media  Rs.5.77 crore
Television   Rs.9.08 crore
Outdoor Publicity Rs.4.14 crore
House Magazine  Rs.0.57 crore
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(b) The norms followed by the Life Insurance Corporation of India are as given below:

Press Media: Publications(both newspapers and magazines) in different languages are being selected from all over the country on the basis of their circulation (as certified by Audit Bureau of Circulation) and readership survey and National Readers` Survey (as surveyed by ORG MARG and IMRB)

Television: Programmes are being selected on the basis of their ratings as given by the INTAM (Rating generated by ORG MARG).

Radio: Spot buy of jingles with top rated programme in All India Radio directly through Prasar Bharti.

Outdoor Publicity: Depending on the merits of the case.

(c) Yes, Sir.

(d) As in answer to (b) above.